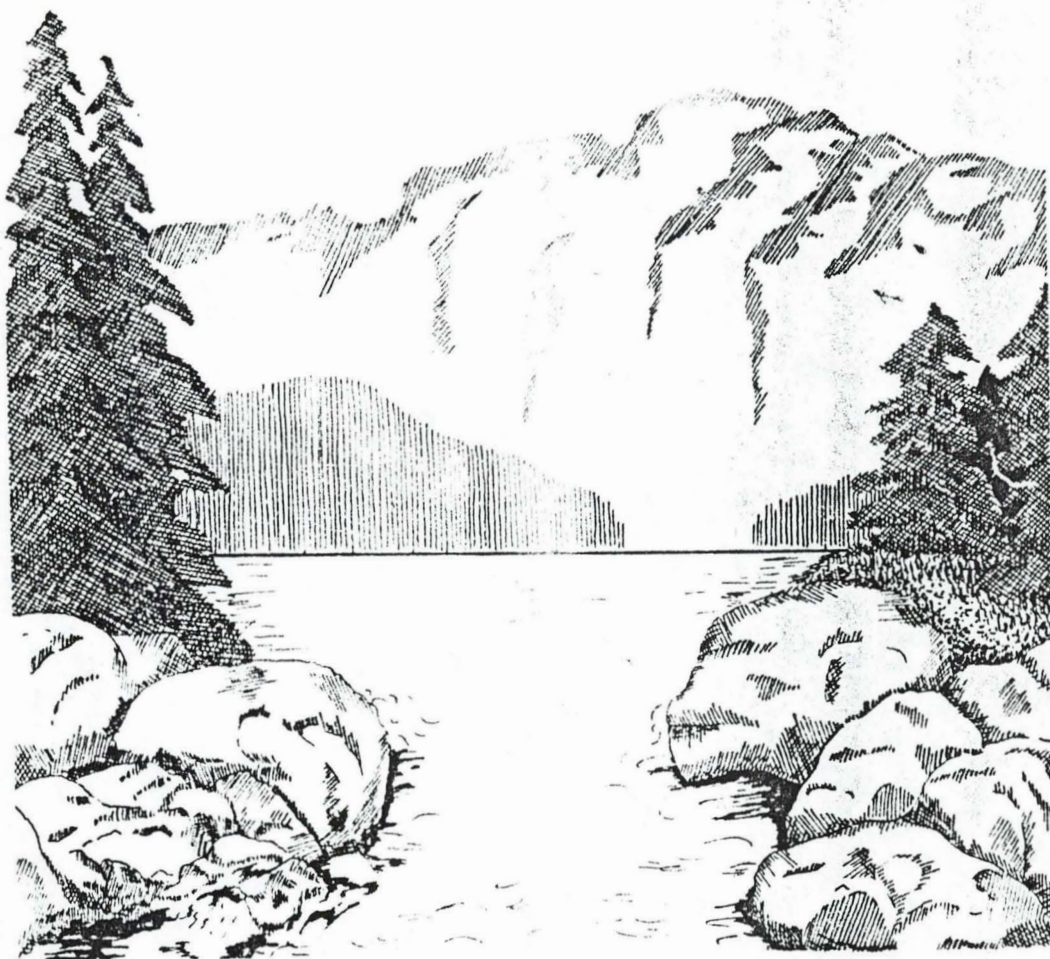


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**A MARKETING PLAN:
FOREST RECREATION
OPPORTUNITIES
FOR
MINORITIES IN THE PORTLAND AREA**



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Professional Development for Outdoor Recreation Management
Clemson Class of 1988

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A Marketing Plan: Forest Recreation Opportunities
for Minorities in the Portland Area

Use of the Mt. Hood National Forest's recreation opportunities by minorities has been extremely low given the fact that a significant population of minority groups exists very near the Forest. Use of the same recreation facilities by the white population from the same urban area is heavy.

This paper identifies the strengths and weaknesses of the current recreation program and targets specific opportunities to increase minority participation along with discussing the anticipated benefits to be derived. It identifies the major barriers to increased use by the Black, Hispanic and Southeast Asian communities that were identified through a series of interviews and focus groups. And, as a last step, it defines a series of targeted actions that serve to increase the awareness of National Forest recreation opportunities on the Mt. Hood.

The specific audience for this paper is the Forest Management Team on the Mt. Hood, particularly the Forest Supervisor, the Recreation Staff Officer and District Rangers. Other Forests in the vicinity of Portland, including the Willamette, Gifford Pinchot, and Siuslaw, that serve the same urban area should be able to benefit from the information gained and actions outlined.

Key Words: Minority, Recreation, Black, Hispanic, Southeast Asian, Urban.

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Chapter I

Introduction — Purpose and Need



Chapter I Introduction

1. The Need for Action

The Mt. Hood National National Forest, like many other urban forests, does not have a history of attracting minority populations to recreational opportunities. The situation results even though minority populations live very near the Forest. Portland, for example, less than one hour's drive from much of the Mt. Hood, has approximately 12 percent minority population; yet it is unusual to see any minority users.

An example of the lack of use was the Christmas tree cutting program on the Estacada District in 1988. Of the 5,000 cutting permits sold in December only one was purchased by a Black person.

Although specific numbers are not available for other recreation activities on the National Forest, it is obvious that minority use is well below the number one might expect based on populations. This lack of use extends through developed and dispersed opportunities and even to the very popular day use facilities on the Forest. The one notable exception to this lack of minority use is persons of Southeast Asian origin gathering beargrass (*Xerophyllum tenax*) on the northern and eastern districts of the Mt. Hood. While this use continues to grow, it is not truly a recreational experience.

One phase of the National Recreation Strategy deals directly with providing increased recreation opportunities for minorities and other nontraditional users. In particular, the "Customer Commission" cites the under representation of minorities among forest visitors. The document also notes an apparent reluctance by National Forest managers to broaden their view of appropriate recreational uses. Only a few forests in the West are in the position of the Mt. Hood, i.e., being so near a large urban population and also having such a wide range of recreational opportunities available.

There are several benefits that accrue to both the Forest Service and the individual if recreation benefits are marketed to the minority population in Portland. The personal benefits to the individual include all of those that are associated with outdoor recreation for any group.

A major benefit to the Forest Service in reaching out to the minority community is the increase in a constituency who can relate effectively to National Forest programs. The base of individuals must expand to a larger segment of the public if the Forest Service is to remain viable as an Agency. A portion of our mission is "Serving People," and the minority community is too often an under represented portion of that public.

For the Forest Service, another of the benefits of marketing recreational opportunities to minority groups is the long term benefits that could accrue to workforce diversity. An article in the Journal of Negro Education noted that "No college-bound Black Virginians surveyed for this study indicated that they

intended to major in forestry or conservation. And, no other single major strongly related to forestry, including agriculture and biological sciences, was chosen by more than four percent of the students." A major reason for this situation is an unfamiliarity with the outdoors and other facets of forestry, other than logging. Black students also relied heavily on parents and high school resources to select a major. Encouraging recreational uses of the National Forests would undoubtedly increase familiarity with the overall mission of the Forest Service and in turn increase our ability to compete with alternative careers when attempting to attract minorities to the Forest Service.

One of the findings of "Workforce 2000, Work and Workers in the 21st Century" is that by the year 2000 only 15 percent of the new entrants into the job market will be native white males. Conversely, nonwhites, native to the U.S., will make up another 29 percent of the labor entrants. The largest group of new hires in the year 2000 will be immigrant males and females.

Clearly, if the Forest Service workforce is to reflect the ethnic background of the customers it will have in the years beyond 2000, it must devise ways to get those persons interested in the National Forests. Recreation can provide the vehicle to introduce the nonwhite population to the programs and opportunities in the National Forest System. Beyond the diversity issue, the sheer volume of talent that will not be available to the Forest Service if we do not tap the nonwhite sector will likely cause us to fail as an agency.

2. Questions to be Answered

Some of the questions that are apparent in marketing recreation opportunities to a segment of the population are:

- A. What minority groups exist in the Portland area in numbers that will allow a reasonable marketing opportunity?

There are three groups that appear to make up the bulk of the minorities in Portland and the immediate vicinity. They are Blacks, Hispanics and Asian Americans. The breakdown by group shows approximately 9.5 percent Blacks, 2.5 percent Hispanics and 1 percent Southeast Asians. The numbers reported by agencies vary somewhat because of the disparities in the area considered, length of time since the last census, and recent immigration patterns. These groups are not homogeneous in themselves, nor are they particularly similar to each other in characteristics. For example, the Hispanic population can be divided into two groups, one portion of which is very transient and the other which is very heavily tied to the community. The Hispanic population, in turn, is not particularly comparable to the other two minority communities being considered.

- B. What recreational opportunities available on the National Forests are marketable to the minority groups that occur in the Portland area?

The recreational opportunities that currently exist on the National Forests have been developed over an extended period of time and are generally geared to uses by a traditional forest user. Examples of current recreation opportunities are: single unit campsites, hiking trails, boating access points, and cross country ski facilities. These recreation opportunities may or may not be of interest to the non-traditional or minority user. Data gathered from the minority community will begin to answer those questions. A marketing strategy will determine what current opportunities are of interest to the target audience and then make those opportunities known.

- C. How do the needs of the various minority communities differ from the traditional user, and is there a need to develop differing opportunities?

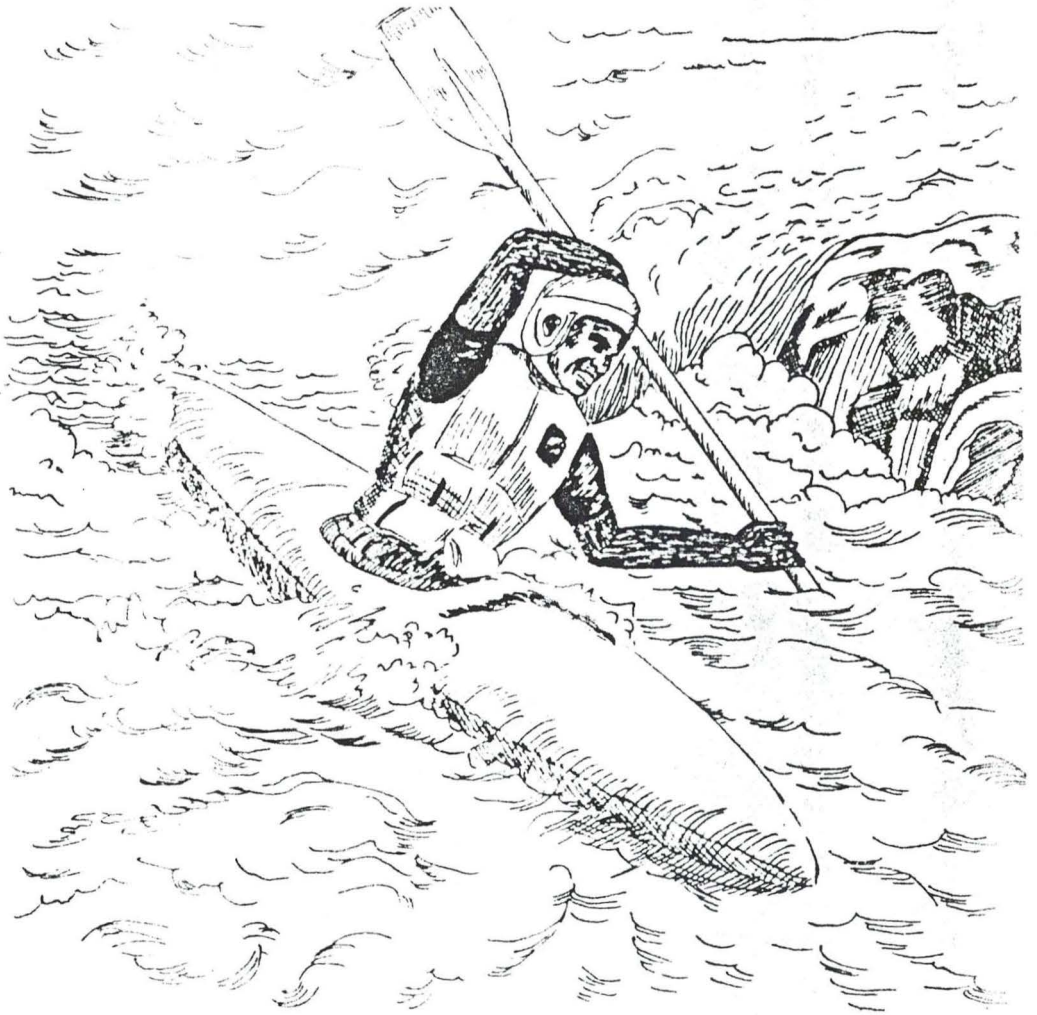
To answer this question we need to look at each of the various minority communities and listen to what their recreational needs are. From a marketing standpoint we need to determine if a differing product mix is essential to meeting those needs. For example, the National Forests have portrayed themselves as a place to go to wander in the woods and to enjoy the beauty of nature. That concept might not be too attractive to a Black female head-of-household single parent with limited transportation available.

- D. What marketing techniques will be most effective in reaching the potential minority user?

The Forest Service has not been effective in marketing the various recreational opportunities that exist on the National Forests and even less effective to the minority user. We will need to develop an effective strategy to reach those persons. Historically, the most common method of learning about recreation has been informal communications, one person telling another about the events of the past weekend. There is a need to develop other methods of communicating those opportunities because the typical user has not been from a minority group; therefore, the word never spreads. Organized focus groups will serve to identify those communication channels. There is a wide range of recreational opportunities available on the Mt. Hood National Forest, but many persons, regardless of their minority status, are not aware of them. Those marketing techniques that are developed will have to be heavily tailored to the specific audience we are intending to reach.

Chapter II

A Marketing Process



Chapter 2 A Marketing Process

"Selling is focused on the needs of the producer. Marketing is focused on the changing needs of the customer and on providing for those needs in an effective manner."

In the past several years there has been a significant change in the approach of the Forest Service toward marketing. The National Recreation Strategy has pointed out a need to market the recreation opportunities on the National Forests. The Strategy has highlighted the value in reaching out to both nontraditional users and to minority groups to provide for their recreational needs. We can no longer provide recreation opportunities to the public that are based on our needs to sell the product that we produce. Consistent with "Caring for the Land and Serving People" we need to design our recreation opportunities so that they meet the needs of the public and then effectively provide them to that public.

A Marketing Strategy defines "How we get to where we want to be." It includes: segmentation, positioning, targeting, objective setting, marketing mix and promotion

1. Segmentation

Segmentation is the process of breaking down potential users of the National Forest into those groups that have similar characteristics. It helps to avoid the chaotic situation that results when a Forest tries to be all things to all people. Segmentation also allows the Forest or Ranger District to choose those markets toward which the efforts will be directed. In this case, the market is potential recreationists on the Mt. Hood National Forest. That public can be segmented into:

- I. Those people living in Portland.
 - A. Those persons seeking a recreational opportunity.
 - 1. Minorities seeking recreational opportunities.
 - a) Blacks, Hispanics, and Southeast Asians.
 - i) Black young people.
 - etc.

2. Positioning

Positioning requires the National Forest to determine the niche that will be filled in the marketplace. As part of the process the National Forest needs to evaluate the key attributes of the organization and the key attributes of the competition. By determining the niche and evaluating the key attributes both positively and negatively a Forest or District can determine those areas where marketing efforts will most likely provide a greater positive benefit.

An example of a positioning niche filled by the Mt. Hood is the ability to provide outstanding white water kayaking within a one hour drive from downtown Portland.

3. Targeting

Targeting in the marketing process allows the differentiation of the various segments of the market and permits the Forest Service to focus on those segments to which it can tailor its product. In this particular case a selected target might be Hispanic families seeking a recreational experience in an extended family setting.

4. Marketing Objectives

Marketing objectives are necessary to define the scope of the marketing process and to evaluate the success of the plan. Each of them must be able to define what is to be accomplished, who will be impacted by the action, and how success will be evaluated. The objectives rely heavily on segmentation, positioning, and targeting to frame actions that are specific and measurable. A specific objective in this case might be: To increase use of group camping opportunities by the Hispanic community by 25 percent as measured through the reservation system for group campsites.

5. The Marketing Mix

The marketing mix is "the overall offering which the Forest Service makes to its target customers." It includes all of the controllable marketing variables that the Mt. Hood National Forest might use to meet its objectives. Included are:

Product--The product is the good or service provided by the organization. In public service organizations such as the Forest Service the product becomes the recreational experience from beginning to end. As a service it is somewhat more difficult to plan for because some parts are less subject to control, but it requires no less commitment than building a specific product. Nor can it be seen, felt or returned if defective.

Price--This is the cost of the recreational experience. In a minority recreational setting the cost might not so much be the money paid for a particular campsite but rather the cost of getting oneself from an inner city location to a recreational facility 30 miles distant or the cost of the equipment needed to participate.

Place--In general this refers to the location where a product is available. The concept of place is more applicable in the marketing of products than of services because the marketing of a service is directed to the customer. In the case of minority recreation, place is more important because of the distance involved between the service (recreation) and the consumer.

Promotion--Promotion is telling the potential buyers about the product or service that is available. It is that portion of "marketing" that is most closely allied with "selling".

Participants--When a service is provided, as opposed to a product, the perception of how that service is provided is the key to satisfaction. In the case of most recreational experiences, the service is provided by employees who vary from a receptionist, to a campground host, to a fee collector. Each of those persons, by their demeanor, dress, mannerisms and attitude, becomes an integral part of the service provided.

Internal marketing is a term used to describe the process of teaching and motivating employees to view other employees as internal customers and jobs as internal products, and then offering a service to both internal and external customers.

Physical Evidence--The physical evidence in a service organization refers to the setting in which the activity takes place. It includes all the tangible and intangible surroundings to the setting. Included are such things as the view, vegetation, cleanliness of the facility, and appearance of the employees. The physical evidence is particularly important in a service organization because the "product" is secondary to the perception in most cases. For example, the campsite provided for \$7 is only a small part of the perception of an enjoyable camping experience.

Process of Assembly--This activity involves all the segments that have to come together at the same time to provide the service. In a recreation experience it's the scheduling of campground hosts, the evening program timing, and the collecting of garbage at the right time. All of these individual elements that need to come together at exactly the right time to provide a quality recreational experience.

Included here are those things that have to do with supply and demand in a service organization. A service, such as recreation, can not be stored up for a period of increased demand; therefore, the service must be able to handle peak loads without a decrease in customer satisfaction.

6. Marketing Strategy

The marketing now becomes the combination of all the information and decisions made in the previous steps. It includes: 1) the Mt. Hood National Forest's mission statement that defines who we are and where we are headed as a unit; 2) the marketing objectives of the Forest, that is, what we hope to accomplish in measurable terms; 3) the strategy for matching products and needs so that the objectives will be accomplished; and 4) an implementation strategy that incorporates a blueprint for communicating the steps to follow.

Chapter III

Goals and Objectives



1. Mission Statement

One mission of the Forest Service is to provide recreational experiences to the public, the real owners of the National Forests. Those owners are not all currently finding equal access to the opportunities available. Particularly absent in many cases are the elderly, the urbanites, the disabled and the ethnic minorities. In the Portland area, Blacks, Hispanics and Southeast Asians are the minorities most commonly under-represented as Mt. Hood recreationists. The needs of those minorities must be accounted for along with the more traditional users of the Mt. Hood. The mission statement for the Mt. Hood in terms of minority users becomes: Use the information gathered about the minority communities' unique needs, preferences, and values, and develop a program that provides information about and access to recreation opportunities available on the Mt. Hood National Forest.

2. Goals

- <> Increase awareness of the Mt. Hood National Forest among all Blacks, Hispanics and Southeast Asians in the Portland area.
- <> Create an environment in National Forest recreation facilities that will encourage use by the minority community.
- <> Identify the needs and preferences of the Black, Hispanic, and Southeast Asian communities and match those with the opportunities available on the Mt. Hood.
- <> Increase minority representation in careers on the Mt. Hood.
- <> Develop partnerships with minority activist organizations, church groups and high schools.

3. Strategies to Accomplish Goals

A. Learn who potential customers are in the minority community:

- 1) Interview community leaders in the minority community.
- 2) Set up "focus groups" to listen to concerns.
- 3) Segment minority groups into target markets.

B. Focus on the needs of the various minorities:

- 1) Determine why minorities are under-represented on the National Forests.
- 2) Investigate the possibilities of constructing targeted facilities.
- 3) Eliminate the barriers to minority users.
- 4) Determine the position of recreation in the various minorities hierarchy of needs.

C. Increase awareness of the problem among Forest Service employees:

- 1) Increase workforce diversity to reflect the general population.
- 2) Make the Forest a "safe place to be."
- 3) Increase employee awareness of specialized needs.
- 4) Encourage employees to get involved in outreach efforts.

D. Activate environmental education and information programs:

- 1) Reach out to schools and community groups.
- 2) Establish leadership in environmental education.
- 3) Use Forest Service employees as minority role models.

Chapter IV

Information and Data Gathering



1. Contacts with the Minority Community

In order to gather information about the minority community a series of focus groups and interviews were set up in Portland. Focus groups are semi-structured gatherings of persons interested in providing information on a subject. In this study a list of questions was developed that would uncover the group's understanding of the Mt. Hood National Forest, ask about the perceived barriers to increased minority use of the opportunities, and display their particular needs. Focus groups were set up with each of the large minority groups that exist in the Portland area: Blacks, Hispanics and Southeast Asians.

In addition to focus groups, interviews were conducted with members of the Black community. In general, the same questions were asked as with the focus groups but the interviews gave an opportunity to ask more in-depth questions and to follow up on ideas expressed.

A summary of each of the focus groups and personal interviews is located in the appendix.

Together, the three minority groups contacted represent about 12 percent of the population of Portland. From the latest data available it appears that each of the minority groups is increasing. The most rapid growth, based on immigration, is the Asian component. In the years 1984 to 1986, 58 percent of the new immigrants to Portland were Southeast Asians.

2. Black Group Information

The Black community is by far the largest minority group in the Portland area. They are the most politically active, but in general, are very unaware of the National Forest. Perceptions of the Mt. Hood were thoroughly mixed with the State parks system, Oregon Department of Fish and Game, and private forest lands.

Female heads of households are very common. In a District event held to demonstrate recreation opportunities available, at which 20 children and their parents were in attendance, only one male parent was present.

Current uses among Blacks of the National Forests include picnicking, fishing and some hunting. Little use of camping facilities, hiking trails, scenic areas, cross country skiing, downhill skiing, or sightseeing was evident.

In Chicago, a study of Black use of urban recreation facilities such as city parks, it was noted that their use was not significantly different from uses by the white community. What was significant, however, was the difference in levels of use between the Black middle class and the Black lower class. The same was true in information gathered for the Portland Parks and Recreation Bureau that showed Blacks were less likely to travel outside of their neighborhoods for recreation because of limited incomes. In the information we gathered it would appear that the same trend is true. Black middle class persons responded most often that they had made some use of the National Forest, while the less affluent cited transportation difficulties and unfamiliarity with the Forest as reasons for non use. It does not appear that the current facilities provided by the Mt. Hood National Forest, in themselves, represent a barrier to minority use. In no case did an interviewed person identify facility design or setting as being inappropriate to their needs.

It was brought out several times by persons interviewed that many Blacks are much more concerned with survival than recreation. The opportunity to participate in recreation experiences that require transportation, are removed from the individual's comfort zone, and cost in terms of equipment, fees or mileage are not particularly attractive to most inner city persons.

Solutions offered most often to increasing minority involvement in recreation included: providing focused information, getting young persons interested in the Forest through environmental education, developing a jobs program that would give persons an understanding of the Forest, and becoming more involved with the Black community on a day-to-day basis.

The perception of the Forest as an unsafe place to be was mentioned several times. It is perceived as unsafe from two points of view, the first being related to the very things that any urbanite might be familiar with: are there toilet facilities available, do I have to worry about wild animals, am I going to be able to find my way around. The second perception of it being unsafe relates to the distance one gets from one's home turf. There are few other Blacks using recreation facilities, and it's uncomfortable to be the only minority user. There were questions about how a Black would be received in communities surrounding the Forest when they stopped for services. Few, if any, recreation brochures published by the Forest Service show minority users in recreation facilities.

In nearly all instances the persons from whom information was sought suggested that two things were the key to increased minority involvement. They were: Getting young people interested in the Forest through a jobs program similar to the Youth Conservation Corps Program and increasing environmental education efforts in the Portland school system. Several Black advocacy groups were interested in participating in a youth work program, including the Urban League of Portland and the Portland Private Industry Council. There also exists the opportunity to get involved in environmental education and community outreach efforts through Black church groups, partnerships with high schools, and the Urban League.

3. Hispanic Group Information

There are some 18 million persons of Hispanic heritage nationwide. This number includes permanent residents, temporary residents, and illegal aliens. The growth rate for this group is three to six times as great as for the population in general. At that growth rate the number of persons of Hispanic origin will equal the number of Blacks by the year 2015.

Of the total population of Hispanics nationwide, 42 percent read Spanish and English; 80 percent read only Spanish; and the remaining 20 percent can read neither Spanish nor English.

The group interviewed was not aware of the Forest Service on an everyday basis. As with other groups they tended to confuse the Forest Service with other land management agencies. While their perceptions were not particularly clear, they were positive in their view of the Mt. Hood (unlike their view of the Forest Service in the Southwest, where the Forest Service is viewed as a major antagonist because of disputes over land grant issues.)

The average person of Hispanic origin is a female, 22 years old, living in a male-dominated society. She tends to be politically passive and Catholic. Much of the information she gathers comes from the church, Hispanic publications and through ethnic organizations. While she is proud of her heritage, she is anxious to be an American. She will likely be influenced by marketing techniques that address her as Hispanic.

Hispanics in general prefer American made products. That is a reflection of their need to be considered as an American. In the Pacific Northwest persons of Hispanic origin are of Mexican decent rather than Cuban or Puerto Rican.

Activities that the Hispanic group prefer include those closely related to the extended family. Family camping sites, festivals, things that retain the traditions of the old country but blend them with the opportunities of the new country.

Current uses of the National Forest include fishing, boating, backpacking, and as a retreat.

In Portland the Hispanic group is divided between those who are residents and a sizable population of migrant workers who are yearly transients. The transient group is less affluent, tends to speak Spanish only, and has little time to invest in recreational pursuits. This group has historically been male, but over the past few years there has been an increasing trend toward families. In many cases the main objective of the transients is to earn as much money as possible before returning to Mexico for the winter months.

The transient population also tends to be rural as opposed to being associated with the City of Portland. The more rural areas between metropolitan Portland and the forest boundary are commonly associated with the migrant population.

Marketing Mt. Hood National Forest recreational opportunities to the transient group would probably not represent a cost-effective program, based on the groups mobility and lack of participation in recreational activities.

4. Southeast Asian Group Information

A small but rapidly growing portion of the Portland minority population is the Southeast Asian segment. According to the September 1988 issue of American Demographics, 58 percent of the new immigrants to Portland for the years 1984 to 1986 were Southeast Asians. The Center for Urban Education also reports that of the 20,000 immigrants to the Portland area in the past 10 years 60 percent are Indo-Chinese.

Nationally, the rate of increase for Southeast Asians is 14 times faster than the immigration rate for Eastern Europeans. The latest census figures available show 5.5 million recent immigrants to the U.S.

In the Portland area there is a population of Hmong and Mien peoples from the highlands of Laos. This group consists largely of hunters and gatherers by tradition. Due to their background the city social structure is completely alien.

As a group the Southeast Asians are the most affluent minority group. They tend to place a higher value on education and excellence than other minority groups. They are, expectedly, the most educated of the minority groups. Achievement for children is a high priority. Among the newer immigrant groups, Vietnamese have the highest rate of high school completion and double the college completion rate.

Current uses of the Mt. Hood reported by the focus group include hunting, fishing, mushroom gathering, and the harvesting of bear grass for export. Other uses include harvesting small birds and mammals as food. Another unique use of the Forest reported was for religious purposes. The group reported using the Forest as a place to construct religious shrines and conduct worship services.

Asian Americans tend to be very urban oriented with 90 percent being associated with a metropolitan area. Market research has found that the group has little brand name awareness and are less discerning shoppers. Additionally, because of the tighter family structure, it is more difficult to penetrate the group. Many purchasing decisions are made on word-of-mouth advertising.

As with other minority groups there are significant dichotomies. An example is the difference in the embracing of the American culture. A portion of the population has an almost overwhelming desire to take on Western culture. They want to be a part of what they perceive as Number 1, the best, the biggest and most successful. This group represents a significant marketing opportunity for many products.

The other portion of the population tends to focus on the homeland and the maintenance of that culture. Within this group there is an even greater reluctance to "join" institutions and a greater trust of tradition and family values.

5. Positioning

A. Key Marketing Strengths--External

1) Proximity to Portland

Portions of the Mt. Hood National Forest are less than a one hour drive from the center of Portland. It is possible to be at most of the major developed recreation areas in less than two hours. This includes major campgrounds, scenic attractions, Timberline Lodge on Mt. Hood, the Columbia River Gorge, and winter recreation areas. All of these facilities are served by highways, and beyond the need for personal transportation, are easily accessible.

- 2) Relationship with the Minority Community
While most of the minority community does not have an extensive knowledge of the Forest Service and its activities the response is always positive. We are perceived as a caring agency, willing to work with people to improve the situation as it exists.
- 3) Minority Advocacy Organizations
There are any number of social services, civic organizations, activist organizations, and church groups that are willing to get involved with the various minority groups. Many are looking for someone to help them focus their activities and are willing to commit time and money to programs that show benefits to the minority community.

B. Key Marketing Strengths--Internal

- 1) Forest Service Employees
Most Forest Service employees are very well versed on the emphasis that the Service has placed on providing opportunities for all citizen owners of the National Forest. For that reason they are keyed into providing assistance and information, and in general being very helpful to minority groups that are interested in using the Mt. Hood National Forest. Large amounts of help to these users is available; it only needs to be matched up with those requiring the information.
- 2) Recreation Strategy
The Mt. Hood National Forest and the entire Forest Service have embarked upon a recreation strategy aimed at, among other things, increasing minority participation in National Forest recreational activities. This program will help internally to get the emphasis needed to get the program off and running.
- 3) Partnerships
Our ability and experience with partnerships could easily be channeled to assist in the effort to get the minority community involved in recreation opportunities. An example is the Portland Private Industry Council, a group that sponsors minority youth in summer jobs at minimal cost to the cooperating agency or business.

4) In-Place Recreation Program and Facilities

The Mt. Hood National Forest has a well developed program in recreation that includes both developed sites, i.e., campgrounds, scenic developments, ski areas, etc., and dispersed recreational opportunities. Dispersed recreation includes hiking, hunting and fishing, driving for pleasure, etc. Some of the most heavily used recreational facilities in the entire Forest Service system are on the Mt. Hood including Multnomah Falls, Timberline Lodge, and Lost Lake Campground. The list of alternative recreation opportunities is very extensive, and limited only by one's imagination and the available knowledge. Information on each of the opportunities can be obtained at ranger stations, over the telephone, or in person.

The Columbia Gorge National Scenic Area, administered by the Forest Service, and forming most of the northern boundary of the Mt. Hood, represents another significant recreation opportunity. A good portion of the Recreation Area is less than one hour from downtown Portland.

C. Key Marketing Weaknesses--External

1) Distance From Portland

Interestingly this factor is both a positive and a negative element. While the Forest is very close to Portland it is also very distant if the recreationist is not highly mobile. It is difficult to get anywhere on the Forest without the use of a car. There is no public transportation available that provides access to a major portion of the Forest and the Forest road system can be intimidating if one is not used to it. Many of the recreational opportunities that are available on the Forest require a person to be highly mobile, generally have some background on forest travel, and require some perceived risk.

2) Lack of Access to a Minority Network

Most of the traditional users of the National Forest are persons who have a history of use in some part of a forest, either public or private. People get familiar with the opportunities available by hearing about it from another recreation user. For minority groups there is little history of use; therefore, there is also little possibility of utilizing that network to market additional uses. The lack of contact with minority groups leads to a poor understanding of the needs of those potential recreationists.

Few people at the Ranger District level have been able to take the time that is necessary to build the relationships with the minority community that would be necessary to make a real difference.

On the opposite side, this weakness does not allow minority groups to develop a feeling for the natural resources that is consistent with Forest Service standards. On the Bear Springs District for example, gathering of beargrass by Southeast Asians is arguably a recreational pursuit in some cases, not dissimilar to firewood gathering. A problem results, however, because there appears to be a limited land ethic among that group, allowing excessive soil disturbance, unacceptable impact on the resource, and trash dumping. This again, is not dissimilar to some firewood gatherers, but represents a different problem as far as disseminating information.

D. Key Marketing Weaknesses--Internal

- 1) Recreation is not Geared to Alternate Recreation Uses.
The existing recreation opportunities available are structured toward the traditional white family, doing traditional things on the National Forest. For example most campgrounds are set up to provide facilities for a single family, with spacing in between, and a charge for extra cars. Activities might include fishing, hiking, or hunting. That kind of set up might not meet the needs of a minority group used to recreating in an extended family situation.
- 2) Response to Rapid Change
National Forest managers and the systems they operate in do not allow rapid change nor are managers particularly astute at perceiving the need to modify their perception of appropriate uses of the National Forest. There may be a need to change the design of some recreation facilities. Those kinds of changes would take a minimum of three years, if substantial through the capital investment process. That speed of direction change is not acceptable in most of the private sector. The situation is similar to American car manufacturers in the early seventies. At that time the public began to demonstrate the need for small cars, but it was five years before a high-quality, gas-efficient model was readily available.

Chapter V

The Marketing Plan



1. Goals

Generate an overall increase in the use of recreation activities on the Mt. Hood National Forest by minorities

Increase awareness among the minority populations in the Portland area of the Mt. Hood, its people, and its programs.

Use the Mt. Hood recreation programs to increase cultural diversity both in the workforce and in our customers.

2. Objectives

Make contact with a minimum of three groups in each of the segmented minorities over a one-year period. The contacts should be to increase awareness, define opportunities available, or promote an environmental awareness message.

Conduct an "Opportunity Seminar" for minority leaders, particularly those involved with youth activities, that will acquaint them with the kinds of recreation available on the Mt. Hood.

Concentrate on youth opportunities to meet stated goals by setting up a YCC type program in FY '89 that will employ three to five minorities on the Estacada District.

Over the next year set up a program to monitor minority use of the various recreation opportunities on the Mt. Hood and use the information gained to eliminate the remaining barriers.

Develop a partnership agreement with one organization, advocacy group, or school that will further the stated goals.

Design and implement an employee awareness program that will result in employees gaining a more thorough understanding of the minority communities, their needs, and backgrounds.

3. Overall Strategy

The overall strategy of this marketing plan will be to concentrate on the younger portion of each of the minority groups. In each of the cases where information was gathered, working with young people was the primary focus of the responses received.

The Forest must also work to build commitment to the concept of increasing minority involvement in recreation among minority community leaders. Persons prominent in the Urban League, Northeast Portland Coalition of Neighborhoods, and other minority organizations are critical to implementation. In general, those persons or groups are not aware of the Forest Service's objectives or facilities. A commitment by both community leaders and the Forest is paramount to achieving the goal statements.

A third part of the overall strategy is to keep the minority community involved in the entire process by using an advisory committee made up of members from each of the selected groups. These persons would serve as direct contacts with the minority communities and, as such, be able to provide valuable feedback to the process. The Mt. Hood currently has a group of employees that serves as Special Emphasis Program Managers which works with recruitment and retention of minorities in the workforce. This group, together with an outside advisory group, would make a significant contribution to increasing awareness, providing opportunities, and monitoring success.

The last key concept in the overall strategy is to increase the number of nonwhite Forest Service employees in field recreation positions. An often-expressed barrier to increased minority use was the lack of persons of the same ethnic background at our facilities. People in general are very uncomfortable if they don't have another person to whom they can relate.

4. Specific Marketing Activities

A. Black Community

[] Deal with the perception problem expressed by the Black community of the Forest being an unsafe and unfamiliar place to be.

- Work with Mt. Hood Meadows, Timberline Lodge, or Ski Bowl; show a minority user in their major outdoor advertisements.
- Develop front lobby displays for Ranger Stations that show minority users on the Forest.
- Work with the Black community and other urban groups to make the Forest appear less intimidating to a nonuser.
 - * show information and maps available
 - * concentrate on services available
 - * show nonwhite users in brochures

- [] Develop a Forest partnership with a minority high school in Portland that is focused on providing environmental education and Forest awareness.
- [] Utilize the Portland Private Industry Council to provide summer jobs for high school students in minority groups. The Council would pay the salary and provide supervision for approved work projects. Use the opportunity to introduce minority student employees to the various recreation possibilities on the Mt. Hood.
- [] Transportation is a serious problem for many members of the Black community. Work toward resolution.
 - Providing transportation for selected events.
 - Work with advocacy groups to provide transportation.
 - Emphasize opportunities requiring minimum transportation.
- [] Schedule specific activities that introduce nontraditional users to the Mt. Hood National Forest recreation possibilities.
 - Martin Luther King Children's choir as one of the weekly programs at a campground.
 - Christmas tree cutting event.
 - Organized snow play events.
 - Field trips.
- [] Develop an environmental awareness package that could be presented at Black community church group meetings and use to introduce other aspects of the Forest.
- [] Work with the already developed Black media in Portland to focus information.
 - The Portland Observer, 1463 N.E. Killingsworth
 - The Scanner, 2337 N. Williams
 - KBMS AM Soul Radio, 510 S.W. 3rd
 - KBOO 90.7FM, 20 S.E. 8th Street
- [] Focus on parent groups in the Black community by establishing a Forest Service presence at local meetings, particularly church groups. So far the outreach efforts have demonstrated that many of the persons who want to make a difference are associated with local church groups.

B. Hispanic Community

- [] Language is an important barrier to Hispanic users. Review publications and have those that relate to availability of facilities for larger groups or those that would be suitable for cultural events translated into Spanish.
- [] Use existing group campgrounds to schedule special events around culturally significant days. An example would be working with the Hispanic community to facilitate a Cinco de Mayo celebration at the group campground at Indian Henry on the Estacada Ranger District.
- [] Distribute use information to the community through established Hispanic media, including The Hispanic News, Radio station KBPS, Newsletter of Mission San Juan Macias, etc.
- [] Build a program specifically tailored to the transient Hispanic community, i.e., the migrant workers who are used to complete many of the service contracts on the Mt. Hood.

C. Southeast Asian Community

- [] Language is again a significant barrier. Review existing recreational information brochures, determine which are most necessary to a Southeast Asian recreationist, and have those translated into the various dialects.
- [] Uses inconsistent with a positive land ethic have been identified on several National Forests, including: trashing Beargrass collection sites, killing small animals in the forest for food outside of established seasons, and uses of fire in the woods without adequate safeguards. In nearly all cases the problem has resulted because of differing cultural values. Persons in focus groups expressed a desire to modify actions to the appropriate behavior. It is necessary for the Forest Service to establish a contact with that community to explain the land ethic we subscribe to and the reasons behind the various regulations we expect recreationists to follow.

- [] There is a heavy emphasis on education in the Southeast Asian community. In using recreation as an attraction to the Mt. Hood, there is a unique opportunity to establish co-op education scholarships and worker trainee relationships with this segment.
- [] Transportation is again a problem. Take advantage of the opportunity to work through assistance providers to move people to the Forest.
 - SE Asian Vicariate, 5404 N.E. Alemeda Drive
 - Chinese Social Service Center, 4937 S.E. Woodstock
 - Vietnamese Student Assoc., Portland State University
 - Cambodian Student Assoc., Portland State University

Chapter VI

Monitoring and Evaluation



Chapter VI

Marketing Strategy Monitoring and Evaluation

1. Monitoring

As with any marketing plan the attainment of the stated objectives will be directly dependent upon the time and effort spent on the project. It will require a significant commitment on the part of the Forest Management Team to complete the project.

Internal marketing to employees will also be required. Our personnel need to understand that merely providing a range of alternatives for recreation, and then expecting that the mix will meet all of the public's needs for recreation is no longer valid. There is a whole range of the public that does not know about or have the capacity to use the recreation programs as they currently exist.

Some of the criteria that can be used to measure progress in meeting the Goals and Objectives outlined in this plan are:

- A. An increased use in the developed campground by the identified minority groups.
- B. An increased sensitivity for the special needs of minority persons, including a feeling of customer service on the part of Forest Service employees.
- C. Increased support for Forest Service recreation programs on the part of minority community leaders.
- D. An increase in the cultural diversity of both our workforce and the persons recreating on the Mt. Hood.

Baseline data for the measurement of the accomplishment of these criteria is lacking. Many of the changes will only become apparent over time. In order to measure the change each Ranger District on the Mt. Hood should choose one heavily used, developed recreation site to develop baseline data for in the summer of 1989. After the summer season of 1990 any changes in the uses should be noted. For many of the other areas criteria for the measurement of attainment will be more subjective. In those cases, progress should be evaluated by the Forest Supervisor based on community feedback.

2. The Need for Updating

Over time the effectiveness of the marketing activities will change. New options will become available. If the projected change in the composition of the minority population for Portland occurs as described, the Hispanic population will equal or exceed the Black population by the year 2000. Given these factors it will be necessary to constantly shape and mold the program to meet the needs of that population. Additional research will also be necessary because of the changes in the demographics of the population.

Some factors that should be key changes in the marketing strategy outlined here are:

- A. Significant changes in the percentage of each of the minority groups within the whole minority population.
- B. Significant changes in the wants and needs of the minority population based on changes in demographics of the individual populations or changes in personal attributes.
- C. The strategy should be reviewed each year of its implementation. Based on research, new marketing opportunities should be added and ineffective strategies eliminated.

Chapter VII
References and Appendix



Prospectus

Marketing Recreation Opportunities
to Minority Groups
in the Greater Portland Area

Submitted to : Clemson University
Recreation Short Course
Class of 1988

James L. Schuler
Estacada Ranger District
Mt. Hood National Forest
(503) 630-6861

Intended Audience

This project is being written to aid Forest Service managers who are responsible for the management of developed and dispersed recreation opportunities in an urban environment. The specific audience is Forest Supervisors and District Rangers, particularly those who are seeking ways to increase minority participation in recreational activities.

In the past year, four National Forests and the Regional Office of Region Six have grouped together to establish a position that will have, as one responsibility, reaching nontraditional users and potential users of the National Forests and increasing their participation in recreational opportunities. The Forests involved in this effort are the Willamette, Siuslaw, Gifford Pinchot, and the Mt. Hood. The steering committee is made up of one member from each Forest and the Regional Office, along with a marketing specialist. This effort, known as Valley Outreach, will assist the marketing specialist in meeting that objective.

The product will be a plan that will describe a process that can be used to market recreation opportunities to minority groups, in this case, those who represent approximately 12 percent of Portland's population. The project also has application to any of the urban National Forests that have the potential to serve minority groups with recreation opportunities. The techniques outlined will be general and can be adapted to a wide variety of urban environments.

The Problem

Ethnic minority use of the Mt. Hood National Forest is extremely limited even though minorities make up a significant portion of the population in the greater Portland area. Using the latest available data for the area the following breakdown is given: Blacks 8.0 percent, Hispanics 2.3 percent, and Asians 2.0 percent. This information is from the Portland Urban League and the 1980 census. Population figures for minorities, particularly Asians and Hispanics, are expected to show significant changes as the 1990 census data is gathered.

Identified use by the various minorities in developed recreation facilities on the Mt. Hood is not well documented because use statistics are not kept by this classification. It is obvious to users and managers that minority use is not at a level consistent with that segment of the population in the Portland area.

The Mt. Hood has some of the heaviest used and most attractive day-use facilities in the National Forest system. A portion of this study will attempt to determine why minority uses of these and other recreation opportunities on the forest is minimal when compared to nonminority users.

The National Recreation Strategy Symposium held in Lake Geneva, Wisconsin, highlighted the need for National Forest managers to become more aware of the needs and wants of minority users and to work to eliminate the barriers to expanded uses of Forest Service facilities. The "Customer Commission" noted that "Response (to minority needs) will be particularly difficult unless managers broaden their view of appropriate uses and update their perceptions of customers and their needs." In general, recreation opportunities have not been geared to many of the specific needs of the increasingly urban environment. In most cases recreational opportunities provided reflect the biases of Forest Service managers who tend to be distinctly nonurban and nonminority in their outlooks. Tastes and demographics have served to modify the needs and wants of forest users in general. In addition to changes in the population as a whole, an increasing awareness to the number of nonwhite members of the population demonstrates a need to be more responsive to their tastes in recreational opportunities.

The Forest Service is currently engaged in a major effort to diversify the composition of our workforce. One of the barriers to attracting minority individuals as employees is their lack of understanding of the role and mission of the Forest Service. A portion of this is due to the lack of time spent using the National Forests. If we were to meet the recreational needs of minority users, we would also increase the likelihood of their being attracted to the career potential of the Forest Service. It will continue to be difficult for Forest Service managers to meet the needs and to understand the barriers to minority users until we have a workforce that more closely reflects the composition of the customers/owners of the National Forests.

Objectives

Marketing of recreational opportunities is not the same as selling recreation.

Marketing is the process of looking at the expressed needs of a particular group, identifying the opportunities to meet those needs, and then setting up a process for making the opportunities known.

The first step in this marketing project will involve identifying the major ethnic groups that exist in the greater Portland vicinity and determining what the recreational needs of those groups are, both developed and dispersed. Those needs may be different than the opportunities we have traditionally provided.

A process will be outlined, as a second step, to identify those opportunities that exist to meet the expressed needs. In some cases it might be necessary to modify programs and facilities to meet those needs in the future. The third step is to then develop a series of alternatives that will provide the necessary information to the target public. The last step is a monitoring process that will assure that information needs and customer expectations are being met.

There is the opportunity in this process to identify barriers to minority use of the recreation facilities in the Mt. Hood National Forest with the expectation that identifying the barriers will be the first step to eliminating them.

Approved:

/s/ Wendy Herrett (for)
David Mohla, Forest Supervisor, Mt. Hood National Forest

/s/ Wendy Herrett
Wendy Herrett, Valley Outreach Group

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Hispanic Focus Group January 26, 1989

Kate Marx

Are you aware of the Mt. Hood National Forest?

Yes. There was general agreement that they were aware of the location and facilities on the Mt. Hood.

There would be different answers to the various questions depending on how long a person of Hispanic descent would have been in the United States. Some have been here half of their lives; some are new arrivals; and some were born in this country but were raised in families where English was not the language used. Those who have been here a longer period of time tend to have a better understanding of the resources of the United States and Canada. New immigrants are not very aware of these things.

We don't deal with the Forest Service on an everyday basis. To this group the Forest Service is the group of people who take care of the parks.

Not much connection with the Hispanic community. The Forest Service does not do much outreach like you might expect from the Department of Labor, etc.

The perception of the Forest Service is not real clear, but it is positive. In the Southwest, to the contrary, the Forest Service is seen as a major antagonist because of the land grant issues.

In the Southwest the Forest Service is not well liked. This attitude would carry over in to some other groups of Hispanics in some other parts of the country.

There are lots of changes in the Hispanic community in this part of the country. The Forest Service is not perceived in a negative light.

The Forest Service is involved in land management. There is little or no discrimination, but neither is there any outreach effort.

The Forest is difficult to identify. How do I know that I'm there?

There is a real need to provide more information to minority groups.
Information is not readily available.

How have you used the Mt. Hood in the past? Where did you go? What did you do?

Fish, camp, boating, backpacking, retreat. Got Lost! The signing needs to be more visible.

Some places have provided multi-lingual interpretive services and brochures. We like that.

What are the most important things that the Forest Service needs to do in terms of outreach?

Not aware of hardly anything that the Forest is doing except for the Affirmative Action kind of things.

Haven't seen anything targeted to the Hispanic community.

How should the Forest Service contact the Hispanic community?

Schools, television, churches, ethnic organizations, etc.

Need to search out Hispanic publications, radio stations.

There is an Hispanic radio station in Woodburn. (KUYK)?

Flyers at events Hispanics visit.

Hispanic holiday events, like Cinco de Mayo.

Those most important are: radio, special cultural events, and newspapers.

What kind of recreational activities could the Mt. Hood organize that would be most valuable to the community?

Community activities. Someone mentioned the soccer tournament at Woodburn.

Traditional festival type of things. We want to retain some of the things from the old country. A blending of the new and old can be very beneficial.

Dances, that type of thing, in an outdoor setting.

Question from the group: Are there places on the Forest for retreats? The community would like a "laundry list" of the facilities that are available.

What barriers, either created or inherent, inhibit minority uses of the National Forest?

Private ownership of some facilities.

Transportation.

User friendliness. Information needs to be readily available. Sometimes it's hard to find. Not necessarily only for minority groups. Need to have some things be bilingual.

What are the particularly good points for information distribution.

Churches. There are several in the Portland area. Also Washington County, Woodburn and Hood River, all have significant populations of Hispanics.

This group could provide a list of churches that serve significant Hispanic populations.

To some extent it is important to take into account the differences between the various Hispanic populations. There are Hispanics, Cubans, Puerto Ricans, Chicanos, etc., all of whom speak Spanish, but are not identical.

The language might be the same, but the culture is not necessarily so. Particularly religion and music.

Is literacy a problem in communicating with the Hispanic population?

Yes, but not a major problem to this group. A sixth grade level of writing is appropriate, just like English documents.

Are user fees a deterrent to Hispanic uses?

Not particularly. Don't feel a need to reduce the user fees for minority groups. It can cause animosity.

We don't all have the same way of doing things. Maybe some uses are changing. We want to learn the ways of the new country, but we don't necessarily want to adopt the culture of the new country.

You can't get everything for nothing. If you want to do it, you'll have to pay.

Talk to people on a personal level rather than from an antagonistic standpoint.

Are there special things the Forest Service needs to do to provide for those Hispanics on the lower end of the economic scale?

Hispanics are a very diverse groups, as diverse as any in the world.

Hispanics tend to be very family oriented.

The average Hispanic is younger than the average American.

Hispanics tend to have larger families.

There are an estimated 400,000 to 500,000 Hispanics in the Portland area in the summer season.

What are some seasonal considerations that the Forest Service needs to be aware of?

Seasonals are historically men, but families are becoming more numerous.

Central Americans are becoming more numerous.

Need to help seasonals to understand the Forest.

There is a need for health clinics, head start programs, and day care.

Not all people of Hispanic heritage understand Spanish.

Kate Marx

Are you aware of the Mt. Hood National Forest?

Yes. Most knew that was the name of the mountain that can be seen from the city. Only a couple had actually been there.

How have you used the Mt. Hood in the past? Where did you go? What did you do?

One man took guests to visit and see the snow. He got a parking ticket because he didn't know about snow tags. Others report clients and community members who hunt for "small game" (squirrels, rabbits) and hunt mushrooms. Most reported embarrassment on behalf of their countrymen who still eat squirrels and small birds. One man said the "aiders" use the forest for religious purposes.

What are the important things the Forest needs to do in terms of outreach?

Southeast Asian citizens who are refugees are in a survival mode. The Mt. Hood could provide orientation trips for refugees, job training for older workers, education opportunities for youth.

How should the Forest Service contact the Southeast Asian communities?

Through helping agencies. Especially in the area of policies about beargrass and small forest product procurement. Most Southeast Asians who actively use the Forest are from hunting and gathering mountain tribes. They are typically mortified to learn they have broken the law in their use of the Forest. The helping agencies are in close contact with the refugee community and serve as interpreters of culture and social norms. The Forest Service should translate written information into the six dialects that are used. Provider agencies offered to do the translation. Request financial assistance for printing.

What kind of recreational activities could the Mt. Hood organize that would be most valuable to the Southeast Asian community?

Activities that are aimed at the youth to help expand their education, contribute to the future of the youth.

What barriers, either created or inherent, inhibit minority uses of the Mt. Hood National Forest?

Transportation and money are the big issues for these folks. Culturally, they are savers, wise users of time, highly disciplined. Recreation is an American concept that is not a standard part of their routine. This group expressed over and over that if the Forest Service truly wants to help, then special, funded programs of education and cultural resettlement orientation would be the ideal.

The majority of the individuals in the group arrived in the United States within the last 12 years. They have obviously worked hard to arrive at the liaison status for the immigrant community. There was no response to inquiries about second generation, mainline packets of the community. Those who have made it here are dedicated to survival and the assistance of countrymen.

The group also mentioned the cold as a deterrent. Some groups are from very tropical areas. Some have no concept of the cold. For many, even the cold of the Portland winters is a hardship. Going to Mt. Hood in the winter is not a preferred activity! All laughed about this.

Is literacy a problem in communicating with the Southeast Asian population?

At first language is a great barrier. It depends on age and country of origin. Hmong and Mein are typically farmers of little education. Vietnamese are generally more educated, literate in own language. Whatever the Forest Service can do to provide translated communications will help. For instance, if a Forest Service employee could facilitate a field trip or environmental education program for hunters, gatherers, etc., that would serve to increase credibility for the Forest Service.

What are the cultural considerations you want the Forest Service to know about the Southeast Asian community?

Southeast Asians are very eager to use the Forest within the boundaries of the law. Most don't even understand that forests are managed. The Oregon Department of Fish and Wildlife spoke to a small group to explain boundary laws, etc., after complaints from private land owners.

The elders believe the old-growth trees have mystical powers and will pray to trees, lighting candles at the feet as shrines, strewing the area with flowers and herbs.

All agreed that recruiting youth to natural resource education and careers is an excellent idea and would welcome and work with the Forest Service on these kinds of self help/cultural diversity projects. One man cited the current problem with Southeast Asian youth gangs in Portland and how good it would be to get those youngsters away from the influence of the city.

What are some seasonal considerations that the Forest Service needs to be aware of?

Summer jobs for the youth. Full-time jobs for older workers. Again, however, transportation on a daily basis would be prohibitive to on-mountain work.

Minority Marketing Study

NAME AND ADDRESS: Gladys McCoy, Chairwoman
Multnomah Co. Commissioners
Rm. 134, Multnomah Co. Courthouse
Portland, Oregon

Interviewed 2/8/89

Ms. McCoy is chairwoman of the Board of Commissioners of Multnomah County and a member of the minority community. She has been active in both County politics and services to the minority community. The City of Portland is located in Multnomah County, and the vast majority of the Black population associated with the urban area is also within this jurisdiction.

Ms. McCoy stated that the Mt. Hood National Forest is not part of the history of the Black community in the Portland area. They have never been to the Forest as recreationists, and, in general, are completely unaware of the Forest's existence and their relationship to it.

A very large portion of the minority community has survival as its focus, not recreation. Use has been small and will continue to be small for those who need to concentrate on survival. There is a lack of opportunity for the Black community to participate in recreation. That lack of opportunity is based on economic access.

Barriers that Ms. McCoy sees to the Black community include lack of role models to whom the community can look. The lack of use precludes other minority users from picking up on the opportunities. One person alone will not participate in an experience. It needs to "feel okay." Another barrier is the lack of parental involvement in National Forest activities. If parents don't participate, it's unlikely their children will. A key to increasing minority participation is to break the cycle of nonuse.

Ms. McCoy believes that the third and probably most important barrier is a lack of access to the Forest because of the distance. She stated that the lowest per capita ownership of cars was in Northeast Portland, the portion of the city with the highest minority population. There are a great number of community and minority activist groups that would provide transportation, equipment, clothes, and knowledge to the kids if the Forest Service would work with them.

Minority Marketing Study

Building relationships with these groups is another key to increasing minority involvement, groups like the Junior League and Seroptimists. Ms. McCoy said the Forest needs to get involved with Black church groups because they represent a large percentage of the people who are trying to make real changes in the Black community. OMSI has a program for Black youths in Northeast Portland. It would be a good place for the Forest to begin environmental education.

Minority Marketing Study

NAME AND ADDRESS: Ken Edwards
Urban League of Portland
10 Russell St.
Portland, Oregon

Interviewed 1/23/89

Ken is an employee of the Urban League and is the person responsible for youth programs. His responsibilities lie both in the areas of recreation and employment.

Ken said that the Black population of Portland tends to be very urban in their perspective and background. They have little connection with rural areas and in most cases would consider them "unsafe." The feeling comes from unfamiliarity and wondering if it is "okay" to be there. Will other groups resent their being there? The Forest Service will need to develop ways of showing minority users of the National Forests that let people know it's all right to be there and to be a minority user.

He believes that exposure and awareness are major problems for the National Forests. There is little understanding of the opportunities that are available on a National Forest and the differences between a National Park, a State Park and the National Forests.

He also said that logistics is the largest single barrier to minority uses of the National Forest. The lowest number of automobiles per capita is among the Black population in Northeast Portland. If the Mt. Hood is really interested in increasing minority uses, it will have to work with some system to provide public transportation to the Forest. Is a shuttle bus service a possibility?

Ken said that the Black community is more interested in job possibilities than they are in recreation opportunities. A jobs program is probably the best way to introduce Black youth to the Mt. Hood and to the recreation opportunities available.

Minority Marketing Study

He said that minority youths need to learn responsibility and be provided an opportunity to break away from the inner city. They need to learn a skill that teaches responsibility, even if that skill is using a hand saw correctly. Through skill development they develop an understanding of responsibility.

Some ideas Ken provided in ways to increase minority understanding of the Forest Service are: work with the Urban League, the Northeast Coalition of Neighborhoods, and the Black Professional Network.

He said the Forest Service needs to get more involved with the Black community; visit schools; provide more field trips to kids; etc.; get a lot better at telling people what is available.

Ken has used the National Forest for some activities. He mentioned fishing and picnicking.

Minority Marketing Study

NAME AND ADDRESS: McKinley Burt, Adjunct Professor, retired
Urban Studies and Black Studies Program
Portland State University
1630 N.E. Alberta
Portland Oregon

Interviewed 1/23/89

Mr. Burt recently spoke at the Region 6 Cultural Diversity Conference. He has extensive experience with the Forest Service as a contractor in various capacities related to the Forest Service's interface with the Black community.

McKinley feels that the opportunities for changing the minority perception of the Forest Service lie with the younger generation. He feels that it is, in general, too late to influence the attitudes and recreation habits of those persons over forty. The Forest Service needs to do a better job of getting kids interested in the National Forests.

He said that for the majority of young people in the Black community the neighborhood is the street. Those people have no knowledge of the National Forests.

He said that if the Mt. Hood wants to attract minority groups to the Forest they must become more involved in the urban environment. The Forest Service should look into the benefits of working with the urban 4-H program, the inner city schools, and teachers' groups. He also said that because of the typical Black family structure, there would be benefits in dealing particularly with Black women's groups.

He said we need to get ourselves on the agenda of public gatherings that involve Black persons. The Forest Service needs to show Black persons in positions of leadership.

McKinley suggested that the Forest Service take more advantage of focused media such as Black newspapers, cable TV, and radio stations. Brochures need to be focused at the minority community.

Minority Marketing Study

NAME AND ADDRESS:

Robert Philps, Chapter President
NAACP Portland
Room 1430, 1120 S.W. 5th
Portland, Oregon

Interviewed 2/8/89

Robert Philps is President of the Portland Chapter of the National Association for the Advancement of Colored People. The Portland Chapter is the largest in the State of Oregon.

Robert perceives very little use of the National Forests by the Black community because of a lack of information. He was somewhat aware of the Mt. Hood but generally unaware of the differences between State lands, the Park Service, and Oregon Department of Fish and Wildlife.

In most cases according to Mr. Philps the minority community would not view the Forest as a "safe" place to visit. He described safety from two differing points of view. First it would be perceived as unsafe because of the lack of other minority persons on the Forest. The average Black person doesn't want to drive 30 miles only to find himself in a campground with all nonminorities. The second type of safety results from a lack of understanding as to what is to be found on the Forest. Are there toilet facilities available; what animals do I need to watch out for; etc.?

Mr. Philps also thought that working with young people was the most promising way to get minority groups involved with the National Forest, particularly young adults. He felt there was a need to get involved with family oriented groups. He mentioned picnicking as the most popular recreational activity to the portion of the Black community with which he was familiar. He felt there was a need to provide playground equipment in the picnic areas so they would be more attractive to families with children.

Getting people out of the urban environment was a major concern to Robert. He felt that the Forest could provide a vehicle to introduce youngsters in the Black community to a side of the world with which they were not familiar. By seeing an alternative they would be less attracted to the streets.

Minority Marketing Study

Mr. Philips suggested that a jobs program would be of great benefit to the Black community. It would provide a way to introduce people to the opportunities on the Forest in a nonthreatening way. It will help to get people started. Another benefit would be the group support necessary to develop a comfort level.

4/13/89 MEETING AT ALBINA YOUTH OPPORTUNITY SCHOOL

13 staff members present: 5 black men, 1 black woman, 2 white men, 5 white women

I gave a general introduction, and then began asking questions.

R: First of all, what do you think the perception is of the Forest Service in this community, and what is the awareness of the Forest Service and Mt Hood National Forest?

I don't think there is an awareness.

Certainly not of any governmental involvement.

R: Do you think that there is an awareness that there is a forest there, with recreation opportunities?

Some of these kids have had some background, like Outward Bound and day classes, that sort of thing. But not enough.

Last year we took our kids to Oxbow. Two of the kids complained that it would take too long to get out there by bus to make it a regular type of thing. But they did enjoy themselves.

R: So, the distance is inhibitive?

Yes.

R: Do you think many of the kids, or many of the families in this area participate in outdoor recreation activities very often?

I don't know, but if you look around I don't think its a lot of them. Its just not a general thing for families. They don't have the money for supplies and things.

They don't have a car!

Right, the car, or the supplies once you get there. What are you going to do? You don't have the tent, you don't have anything to do something with.

R: One group that I spoke to mentioned that day use types of things would be good things to educate people about because most of those are free--just getting there was their biggest problem.

Right.

R: Do you think the Forest Service currently provides any services for these people or for you and your families? Are you aware of any?

I've seen some literature and brochures.

R: Are there any materials that you use in education that are from the Forest Service?

We have not received anything from the Forest Service to tell us what is available.

They're there, but sometimes you really have to search it out. You can go to some of the Forest Service centers, but when you're teaching that's not always convenient. So if we had a catalogue of what was out there and where we could get it or send for it, it'd help.

Or, just send us some brochures. Rose and the other child care workers could probably use that information right away on what facilities are available for young people and day use for possible field trips. Right?

You bet!

R: Do you have the capacity with this school to go on field trips?

Genesis does, yes.

R: How many of you know where the forest is located, or do you think people in the community know where the forest is located?

I know where to get the wood!

R: You know where to get the wood...Do you think other people know where the forest is located and how to get there?

I think they know it's out that way, but....

R: Yeah, you can see Mt Hood!

I think they know how to get to Mt. Hood because all roads lead to Timberline, but out by Estacada or Hood River, or the other areas....

They aren't aware of the other places to go.

R: How do you get information about the Forest Service? Any that you may currently have?

I camp at Green River in the summers. I stop at Oxbow and pick up their pamphlets.

R: Now that's a county or state park. What about the federal Forest Service and National Forests?

I've visited a number of the interpretive centers and picked up some of the handouts. I'd like to comment that some of the interpretive things that you're doing in the Forest Service are very good, but there's a real problem in disseminating that information and getting out the word.

Do any of you hear about the Forest Service in other ways?

I go to the Ranger Stations, but I don't think that most people do that or even know where to go.

R: Do most people in the area watch the news on TV or read the newspaper?

Not really. Some.

We see a brochure here and there, and we know its out there, but not where or what there is to do.

R: What do you recommend as the best way for the Forest Service to get across its information to you and to the families in this area?

To send it out to the schools, to the parks, to the summer facilities so that we know what's available. Day care centers, the YMCA, whatever, send it to the places where the kids will be so they have some options.

Like right now. That's the kind of things schools could use. Direct information to the teachers. What makes it easy and what makes it hard, because just a brochure by itself...if there is a person there to answer questions, it means a lot to kids.

R: What kind of outdoor recreation activities do you think there should be for your community? What do you think they could most make use of?

I like the environmental trails, I really do.

R: The nature trails...

I'd like to hear from Rose on this. What would you be willing to take your kids on field trips to?

I think the hikes are really good for kids, but I think there should be some type of classroom activities like on trees or whatever--on different types of trees, or plants, or flowers, located in that particular area. If you have a workshop or some type of lesson plan or outline in the classroom. We can take them to the Forest and take that same outline and go for different learning. Because sometimes I think if you just take them out there...I think there should be some type of structure.

R: Environmental education?

Some type. I'm not saying a lot, just two or three questions to ask or something to do.

R: So rather than just a purely recreational activity, if you were going with the school you'd want it to be educational?

Yes. Not a long lengthy outline, just something that you could talk about in the classroom and do when you get there. You know, about the trees and plants and whatever can be found in this different area.

You have to coordinate your interpretive materials. The quality like I said before is fine. And a lot of that is simple identification of what you're looking for and at. In some of these interpretive areas you've done a good job in the labels and that. But sometimes the labels don't survive the winters, and the vandalism, and keeping up on that is a huge chore. If you can coordinate that kind of thing it makes it all the better.

So many of the adults don't know a cedar from a fir.

Another thing I'd like to have is a list of what facilities recreationally there are, whether they are private inside the forest or otherwise. Where you might be able to rent boats to go out on the lake, where you can go and rent skis and go skiing. A list of things other than hiking. Because if you limit them to just hiking the kids are going to get bored real quick. But you want to have other activities.

Plus you want year round use.

I think these groups want to do the same things anyone else does, and I don't think there should be any differentiation. I think maybe you should unify.

Maybe have more things of interest, such as survival skills, what if one gets lost, how about edible herbs and you know wilderness survival and things of this nature. Then you can go to the schools and propose maybe an activity or even a credited course or something of this nature. But make it high interest, and it will bring people out, I guarantee.

I would suggest also a shuttle, cost split with the city and the Forest Service to get it for day use in the nice weather. It would make transportation a little easier for families to get out and go up for lunch.

I'd like to see them available. And if you had something like what we've been talking about to identify plants and trees, why then they could go out in the Forest and do it. It'd be wonderful. You know, you could bring in slides. Because I know you make up a lot of slides. Even having slides available--a slide show presentation of the area, and having speakers available to talk about the area. That'd be a nice educational experience.

Also about the geological formations.

Yes.

I know there's speakers available because they used to do it in the Olympic National Forest. There would be a speaker every week that would show a slide presentation to the tourists that were there of the lake that showed what was available.

R: Currently we do have the resources to do that on the Forest. We don't have the resources right now to reach out and cross what we call the green line, the boundary of the forest.

But if the AV material were available, with an explanation, so that the teachers could do it, that would be another way to handle it. You wouldn't have to have the person, just a way of getting the AV material to the schools.

The Forest Service could provide something which could show the link between the plants and animals and the relationships that they depend on each other. I mean how does a person from the inner city even know there are animals?

We need someone to guide us through because I'm not knowledgeable about the Forest and the animals. Someone with those skills who can demonstrate. Someone who can come out and teach us. The AV material would help a lot. And then when they get there it would be what they have just gone over.

And then a follow up on it. After we've had the trip come back to a central point somewhere and discuss what the kids remember that emphasizes the difference between a cedar and a fir or whatever.

And to carry that on you know we were talking about films. I know that you have good animals and if some of them were stuffed and they were to bring them in and let us see what the animal looked like. Or mock-ups of all kinds. If you had models, and I know you do, you have plasticized models of trees. Have those available to us. Visual aids to cross over from the film to the real things that are there.

Another thing which I would suggest is getting the kids involved. Having kids trained to talk to kids.

R: OK. That's a good idea.

Yeah, youth corps you know for the US Forest Service sounds like a terrific idea.

I would think that the Forest Service should make some sort of use of the Outdoor Schools that Portland Public Schools presents because they have a lot of this information already.

I think one of the real serious issues about this is remember two, two and a half years ago, when they had that school went up to climb and they had that bad incident, our liability doubted because of that. We have never actually been climbing. So I think that one of the first questions that I'm going to ask is do you have outdoor experience. I think that has a lot of bearing on what types of outdoor experience we can have. Because if they think we're going on some of those things that can cause serious harm to folks they'll cancel right now. Or the next time the policy comes around, they'll scare you to death with a price. So we need to know what are the safety factors on this from beginning to end and if its just going to be for an hour or two or all day. We need to know those kinds of things before we can support any kind of wilderness experience.

There were a lot of fires on the Forest this past year. And all it says is Fire. Why not talk about some of the means of suppression and prevention? Tools used, they think shovel and they think axe, but very few of the kids know anything about a pulaski.

R: I'm surprised! Not very many people know that word.

Well, I used to smokejump.

But these are some things that I think would be really interesting.

I'd like to say this really quickly. Some colleges will do this: rent a group of tents that you can check out for the weekend. And I think if it was community resources that if there were tents and stuff that a family could check out for a weekend it would make it less prohibitive financially to get out overnight, or even a camp stove. I don't know what areas you're looking at or what's available.

Wouldn't coordination between the Forest Service and Outdoor School help with that because they do that? I mean they have resources like that don't they?

Outdoor school? No.

Not the Forest Service. No they don't.

Well, maybe they don't have it now but perhaps you could coordinate a program like that, a library of supplies.

R: Do you think people would be willing to pay a fee to use the forests at all? Like a National park has an entry station and you pay a fee per car. Do you think that would add to the already existing barriers?

You're discouraging folks.

The minute you start talking about fees, that discourages interest.

You'd be excluding people.

If you do, you need to have something like the senior pass that the low income people could have.

R: What do you think are the special qualities about this community in particular that you think the Forest Service needs to understand better?

The lack of the money to get there.

The tremendous manpower that could be used of the students here by the Forest Service.

I think another thing would be that especially in advertisements if they would have more people of color in their advertisements doing more than whatever, because you see Ranger Rick and Woodsy Owl, but using our people as the person on patrol.

Yeah, you read all about the Indian smokejumpers, but you never hear about any of the others.

R: OK. Two last questions, do you think kids need to have established good outdoor experiences as a child or as a teen in order to relate to working for the Forest Service, or to even think about working for the Forest Service (general all around head nodding here) and what do we need to do to better recruit from this community?

I would say yes to the first question, and the second, you need to get into the public school for high school career development days and such like that, and the alternative programs like this school. There's about 12 alternative high schools here in Portland.

And don't limit it to just the schools; there are the other places, the community centers where the kids are looking for something to do. Come into this community, don't expect them to go to you.

R: One group that I spoke to said that we send our bulletins out, but we send them to the Oregon State Employment and kids never see them.

That's right. (General agreement again).

The Urban League might be a good resource. Neighborhood associations.

One thing I'd like to bring up is that the kids don't hear about lets go camping and have fun. All they hear about is discomfort. I think you can deal with a lot of the things that they think might happen. Those kind of needs need to be satisfied. I don't know why they expect to go hunting and have a shower, but they do and they won't go, especially females.

Yeah, I'm not supposed to bring my froufrou, and my microwave and my color TV?

OK ladies are you going to let them get away with that?

Well, you know roughing it for me is when the holding tank on my RV is full and its 20 miles to the next emptying station.

R: Anything else that you think I should know or take back with me?

Where have you been up until now? I've been here 11 years and this is the first time the Forest Service has approached us at all.

And is this a one time shot, or are you all serious about it?

R: I believe the Mt. Hood National Forest is serious about this.

You know, theoretically, any education about use should be cost effective when you think what it takes to keep up on the vandalism.

You need to teach people that it's ours. It's ours.

Right. And they don't have a vested interest in it.

Right now it really isn't theirs because there are so many barriers to them.

Could we have some leaflets sent to us on what's available right now?

R: Yes.

4/10/89 MEETING WITH HUMBOLDT NEIGHBORHOOD ASSOCIATION

(There had been a shooting in the school yard half an hour before the meeting, and not many people attended. They did not have enough for a quorum for the Association, so they allowed me to talk and ask away as long as I wanted. It turned out to be a wonderful small group discussion that at times took on the atmosphere of a revival meeting when a lot of people agreed with what someone was saying. In attendance were two black men, three black women and two white women. The white women spoke only once or twice.)

I gave a short introduction explaining why I was there and asking permission to use the recorder. Then she began...comments by Roberta are identified with an R:

Part way through my explanation of the second reason for my being there (that of diversifying the work force) I was interrupted and we were underway with a discussion on recruitment.

* * * * *

In my case I was at one time in the State Forest, so I have had lot of friends in the State Forestry Service. If you will look at all ethnic groups--this has to be social/economic factors. Proportionately Mt. Hood is a leisure time activity. If you do not have the money, then you can not participate. You will find a portion of the number of black people in the State of Oregon and the City of Portland in those surrounding areas close to Mt. Hood, you will find many black people going to the mountain in proportion to white people of the same economic levels. It so happens that I know there is a black ski club here in Portland. The president of it is Nathan Reddit who owns a liquor store at Union and Fremont. He just went to a national convention down in Colorado where black skiers from all over the country went to. I have attended minority conventions in Wemme and in that area. I have been the chairman of golf tournaments that black people put on at the Mountain. Again, it basically has to do with economic factors.

That's right.

If people can afford to go there, you will find the same people that got the money to go to Mt. Hood go to culture. Its not so much a matter of, it IS a matter of traditional relationships between minority groups. While I speak of black people, you will no doubt find, people of Mexican-American descent on the Mountain. If they have the money to be there. You will find Asian-Americans if they have the money to be there. There are those people that are not

outward in accepting people that are different from themselves when they see them on the mountain. But the people that do go there, invariably have the money and have enough education at least things do not usually bother them. As to employment within the Forestry Service, having worked with the employment division and having been an office manager, one of the biggest problems we have is, the job is out there, but young people, or people do not feel welcome in those communities. So they will work awhile in every turn down the road. It's not always what's said that is effected, but it's the things that are not said. It's a feeling that you know is there. Consequently, young people do not want to go into these jobs. I belong to two organizations that I hold an office in, that I receive employment notices monthly from the State Highway Commission, the people that take care of our parks all over the State. Park Rangers. When I get these advertisements, I know the jobs are out there. It takes a particular type of young person who is a minority person, who's willing to go out by themselves and be there. I know of, we have a son who coming out of high school worked for the Highway Division a couple of summers when I was with the phone company had that job, but he was used to going all over the State with mom and daddy to conventions. He did not have that powerful nonacceptance. He realized that there was going to be that certain amount of nonacceptance but in order to progress up the ladder, why there's some price you have to pay. All parents were not as fortunate as my wife and I who had parents that were able to send us to college. Consequently, their children may not be exposed to the type of education that prepares you to deal with some of these things.

R: So you feel that it's also an educational thing then?

Yes, it has a lot to do with education on both sides. Racism is only one thing.

R: Do you think that if children had more exposure to the forest while they were growing up, through experiences up there, that they would feel more comfortable going into those situations later?

It would have a most positive effect on them all.

R: That was one of my questions: do you feel that you need to establish good outdoor experiences in the child in order to relate to all of that--to the forest and to what the Forest Service does and in order to just feel comfortable being in that environment?

Our children see the beauty of nature on television, and we are fortunate when someone turns it to Channel 10 and makes them watch it. But it's most

important, that first hand experience. Any child who has ever been in a forest --its a very quiet place, the beautiful snow; it's something they'll always remember. That has nothing to do with education or money. It has nothing to do with where we're born in this country. I have been all over this country. I have been in the south, in swamps when I was in the service. I have been in all kinds of forests; the beauty is still there; I don't care where you go in this country. If you've seen it, you'll begin to understand it.

I was going to say, my son's preschool has been up to the World Forestry Center, a couple of times, and they had a big exhibit, and he's talked about that for a long time, and he's only five years old. And I think that that helps too.

R: Could I ask how many of you feel like you know what the United States Forest Service is and what it does and what it does for you.

I don't, no.

Not me.

No.

I never thought of that before. That's true.

It's the truth, the truth.

ROBERTA: That's fine. And I understand that.

It so happens I do know.

ROBERTA: You do. How about you sir?

Yes, I know.

It controls the the cutting of timber and most important to me saving those resources for my grandchildren and their grandchildren. As far as our future misuse of this, we will all be in trouble like Brazil is in trouble right now. This is what our Forest Service does for us.

ROBERTA: Thank you. Can you tell me if any of you participate currently in outdoor recreation activities on the forest or have visited the forest in the past.

Yes, I have not.

Not in a long time...

My wife and I used to go there with our two daughters in college right now.

R: What kind of recreation did you do?

Just enjoying picnics, walking and driving.

R: How about you, sir?

Mostly picnics.

RR: You were mentioning economic factors earlier, do you feel that gets in the way of people doing the free use types of things on the forest?

Yes, bad thing there.

I'll show you something. Just this week, Friday, a tanker busted a gut in Alaska. The price of gas jumped. This was our enjoyment for the weekend. So look at the mess we're in.

R: So it's transportation...

Plus if you get there, you have to eat. The person who runs that restaurant has to have supplies. He's paying more for supplies, because the supplier adds the cost on. So it does get expensive,

Yes, too expensive.

It snowballs.

R: So you feel it is just too expensive: a. to get there, and b. once you're there if you want to participate in anything it costs money.

Yes, it's expensive and being welcome and most of all not being, is being educated.

R: Do you feel that the Forest Service currently provides any services for you or your family?

I don't know, I don't know, Honey, 'cause, like I say, I haven't even thought about it.

R: Ok.

I been too busy doing other things than goin' fishing.

That's right. The camps are all there and things.

Having gone up on the Mountain to cut wood, yes I know the variety of service.

R: Ok.

You can get yourself in trouble up there but they come and try to help. They also try to keep you out of trouble. So they do provide a great service.

R: How many of you know where Mt. Hood National Forest is located and how to get there? You can see the Mountain so that should help!

It starts at Sandy and runs back over to Hood River; South it goes well it stops this side of Madras. That is all Mt. Hood National Park.

R. Would you know how to get there?

No.

R: Sir? And you would?

Yes.

No, not me.

Get to Gresham and go East.

On a clear day at least you can see your way there.

R: How do you think you get information on what's available on the Forest? Do you ever hear anything about national forests at all? Where do you get your concept of what is available on the Forest? Or what might be available to you?

Reading it in the paper and sometime on television. That's where I get my information.

R: So you get information from the news.

The ski reports on there. Spring and summer they tell you what parks are already loaded up. The sad thing is a lot of those parks that people don't know about.

R: How about you, sir?

Usually advertisement on TV and newspapers.

R: Do you think it would help if we had a summer recreation report like a winter ski report; they could have a summer report on what you could do that week, just to give people ideas.

Sounds interesting, 'cause I never know what to do.

Especially when people don't work. It doesn't cost a lot of money.

We have a large family, and I've a rather large family of grandchildren and great-grandchildren. To get them out, and get them to do something would be very expensive for us. Myself and anybody else that was helping now. We get to take them down to the coast and that is expensive; and if we find some place to take them that would be a nice outing for them, and not expensive, but you really have to have some money to put into these things.

If the news got around where we could move with a recreational vehicle a camper or a mobile home as opposed to just day trips.

Not too long ago, well its been a couple of years, there was something in the paper for trips that you could take in a day for under \$25/\$30 plus the price of gas and food. And that might be something you could do up at Mt. Hood. They used to be in the Oregonian all the time, and they would give you a day's trip and a map and you could go and a list of things you could do in a day's time.

R: Would that be helpful to you?

It would be helpful not only to me but to everybody. Because a lot of people don't know just like he stated. I wouldn't have known if I used to didn't travel down to Madras and that neck of the woods--I never would have known about that.

If we could educate our children...they know about Smokey the Bear. A Forest Ranger comes to a class of children and he talks about the forest and enjoyment of being there and he hands out some brochures in language the average person can understand--not in bureaucratic language, and the child takes it home, and says Mom and Dad, this is something I would like to do. And the children understand this is part of your right, this is your part of your state, and the parents understand this is part of what you pay your taxes for, come and enjoy it--just don't misuse it.

R: OK, you've given me two really good ideas--the Forest Ranger coming to the classroom and the column in the paper of day trips with maps and ideas for things that don't cost alot of money. Do you have any other ideas?

I don't want to sound like I don't want Smokey the Bear--that's fine! But that is a cartoon character--a Forest Ranger is a human being be it male or female--is a human being that they can identify with--a human being they can ask questions. Too many times people feel children are dumb--they're intelligent human beings. Treat them as intelligent human beings. They're one of the greatest conduits to adult human beings. You're going to refuse a lot of things, but you're not going to refuse your child, and you listen to your child. They're something to take pride in--the best part of this world.

That's right!

R: Do you have any other ideas on how Mt. Hood National Forest in particular could provide you with information about recreation opportunities--most of which are free on the National Forest?

Could you produce any videos that you might be able to show in the schools? They could be specific to the kind of parks or the areas that could be used for day use that show what's available or that show an outing with kids and the animals. It's like he was saying, the kids come home and want to go somewhere.

Beyond that, I would suggest that you approach civic organizations, especially service organizations, the Rotary, Kiwanis, the Lions, and then in this area organizations like the Albina Ministerial Alliance and the neighborhood associations, ask them to sponsor trips for children, a day trip, with some parents to be chaperones to get that initial exposure.

Some of the programs that are already offered like the Salvation Army has summer programs, and maybe if they have extra funding or some help in getting that distance. They already have a pool of children .

Yeah, they do have a summer camp. Don't they still have a summer camp where they take some of the children camping?

The only problem that they have is getting up 26!

R: In the summer that's usually not too much of a problem! What kind of outdoor activities do you think there should be more of in the National Forest? What would you be looking for up there?

How much fishing they got up there?

R: Lots!

That's my sport, fishing!

R: Well great, come on up!

In fishing, you will get especially people that are parents and grandparents that would be happy to go with children.

Um hmmm.

I would.

And it gives a positive image of what goes on. It gives a positive image of the National Forest, and it reinforces the relationship between adults and children.

R: What other kinds of activities or special events or educational activities or group activities? Scheduled hikes?

Hikes where they can see different plants and animals than what they would see in a book. If they could see it live they'd get a thrill because even these little squirrels around in town here--they just have a fit about these squirrels because it's a live squirrel. So if they could get out there and see live butterflies and different things you know.

(Discussion of how much the kids love the squirrels.)

But when they see it not in a tree in the city or in the zoo, but free and wild...that's what we're talking about.

Different parks departments have areas where you go in and they have educational things and someone is usually there to talk about it. The places that I remember seeing are quite a distance, although they do have one at Champoege that isn't so far. Anyway, maybe one like that--maybe it could be brought down, maybe not right at the TOP of Mt. Hood where not everyone might go, but I know there's a park at Brightwood or somewhere, and advertise it that there's a center that isn't all the way at the top of where you're going but is close enough for a day trip. I know my children always found that fascinating --you know they'd have the things they could pet, not alive, but still they'd get the idea.

R: Would most of you like to be more active in outdoor recreation if given the opportunity?

(Group agreed emphatically.)

R: Is there anything besides what you've mentioned that would assist you in becoming more active in outdoor recreation?

This I would do--I would take proposals to the Portland Area Council, and the Albina Ministerial Alliance, for funds to transport children on day trips.

Is there public transportation? I know in the winter there are ski buses, but is there something in the summer?

It's merely entering into an agreement and it depends on how you do it. They can write it out of their taxes because its a civic service.

R: OK. Would you be willing to pay for use of the forest? I know we talked about the economic consideration. If you were required to pay a fee, how much would you be willing to pay, and for what services?

I think you'd come out better by asking for a donation. A donation to enter instead of them putting a price for that person to go in there. With a donation I think you'd come out better. Because that person would feel justified in helping with the upkeep of the place.

They've already put Day Use Only on so many of our parks that used to be where folks could just go in to.

I think you come out good asking for a donation.

R. Asking for donation...

Donation to enter instead of putting a price for a person to go in there. A donation I think is a good idea because the person will feel more justified and accomodate you more in the upkeep of the place. There were the days when you could enter our parks for a donation.

I know, so many things used to be free.

Even if you stay home and watch television on cablevision that's \$4 to \$5 for a family. So, for a day use, I don't mind.

R: Even though we were talking earlier about the economic barrier.

Right. For those in the Forest.

If you kept the \$4 for a family ticket, with the family I've got, I'd have so many grandchildren.

I would rather pay up front for a child who gets a new meaning in life in a sensible direction than pay for him in the penitentiary. Pay for it up front; the pay for behind is much more expensive.

We used to go out to Rooster Rock and pay \$2 per car. If you could charge per car...

Yes, per car is much better.

R: OK. What do you think are the special qualities of your ethnic community that you would want the Forest Service to understand better?

Black people basically came from an agrarian society, and have a great love for the land and understand nature. There isn't a black person in this room who didn't have grandparents, great grandparents who worked the land, so we have a great understanding of land, of the importance of nature. We are not those who mistreated nature; we understand nature because it fed us.

I think he said it quite properly.

R: Its nice to hear. Have any of you every received bad service from the Forest Service?

Well, its just these bears!

Well I haven't been since I've lived up here too much. I used to visit quite a bit when I was in Burns, Oregon. I really enjoyed it, but I haven't done anything, but it was quite expensive and I have 14 great grandchildren, and about 2 great-great grandchildren. It would be rather expensive for me to get them out and get them all together. I only told them yesterday that we should try to get out next Sunday. Well, I'm going to get all those children out Sunday and go some place and have hotdogs and what-have-you, just to get them out of the house and out of the city. Now they're looking forward to this for next Sunday, if the weather's all right. But that's going to be expensive. And that's not paying to go where we're going to go, we haven't decided on that yet. At least I haven't. I want to find some place where we don't have to pay, where we can go and roast some wieners and let the children do it. And they enjoy a trip like that better than looking at TV.

R: Well, come up to Mt. Hood, and roast your wieners up there! There's lots of space to do it.

I don't have transportation.

R: That's one of the barriers we established. Going on to the issue of trying to diversify the work force a little bit more, how do you think we could better recruit from your community? We talked about establishing good outdoor experiences as a child. What other things do you think that we could do to reach out to the schools.

I think if you just put out what's going on at different places and let them know that these places are open for a lot of people who don't know where they are and whether they can go to them. I know that for a fact because I used to hunt and fish a lot and I have talked to a lot of people and they don't even know where to go fishing.

Are you asking about recruiting? It goes back to what I said about getting Forest Rangers to come to our high schools.

They do have those vocation days at high schools.

There are summer jobs.... They send those notices out to state employment offices; they go to urban league. The children that need to see them never get to see them.

R: Where should we send them?

Send them to high schools. I have to be very honest about this.... They go to high school counselors, and high school counselors make assumptions about black children: they are only interested in boom boxes, big cars and big legged girls.

R: How do you think that we should get the notices out?

How old?

R: There are programs...there are job training partnership programs that bring kids up to the Forest and employ them for a summer and have them working in a group. There are a few YCC camps still around. There are some programs; there aren't enough, but even if we were hiring individually, we could probably go down to about 16.

I would suggest that yourself and an agency like the Highway Division, the agencies that normally hire children during the summer, first of all, you could get the Governor's backing, (I've known Neil Goldschmidt since he was just starting out) and go into the City of Portland, especially those areas that are

predominantly black, hold an assembly, and have people come from those agencies as opposed to just sending something out in the mail. Have people from the agencies that hire young people in the summer and let them know that they are welcome to be hired. And you do have some employees that are other than white, let some of them be there, but let it be meaningful. Don't let them be tokens. Let them be people of meaning that young people can ask questions of: "How did you get to where you are?" and "What did you have to go through?"

R: Sort of a job fair with people that they can identify with as role models?

Yes.

State and Federal agencies should combine their efforts, as opposed to sending out those things that go to counselors. I've had too many children tell me that counselors told them that they can't get that kind of job. They should come to me, I have gotten them those jobs.

R: Does anyone else have anything that they want to share with me?

You were asking me is there anything the Forest Service can do for me. I've never really needed anything from the Forest Service, but I appreciate clean parks and clean bathrooms. One year we were way up on Mt. Hood and we had a car brake fire in our Jeep, and I had to leave it up on the mountain. I left it up at the Forest Station, and they were very kind to us; and until the insurance company took care of it, nobody harmed it. I left it up where you turn up to TLL, so I can say I have had positive service.

I would like to say that if more people knew that Mt. Hood stood for more than just skiing that would make a lot of difference. Because when you say Mt. Hood, we all think about skiing. They don't know about all of the parks and the recreational stuff up there.

Of course when you get up there, if you have a sled, your child can't use that sled, you've got to rent something to go out there. Now you're already poor, and now you've got to rent something for your child to ride down the side of the hill, and I know what I'm talking about.

R: We do encourage people to use the developed areas because it is closer to first aid facilities...

But it discourages poor people!

R: There are some places you can go. You're right, we do need to develop more and to let those be known.

I don't have the solution but I recognize the problem. We need a solution to deal with these people, be they white, black, yellow, or brown, because it is not just black people that don't have money, it is people period that need use of the side of the mountain and give their children something to look forward to.

Do you have maps that you pass out?

R: I don't have any with me, but we do have maps. We have free maps to maps for sale and all variations in between.

I wouldn't mind dedicating some of my time to help someone get interested in those things, and if you are dedicated to your job, regardless whether you're getting paid or not, you could set aside a couple of hours to show them that there is some good people in the world and don't look for the mighty dollar all the time. People, they have jobs, and as soon as their job is finished they're ready to get away. We have the same thing over there at Jeff. A lot of the parents aren't getting ready for the kids graduation all-night party. And Mrs Bellgraves and myself we go over there once a week and we're working on the board so those children have a graduation night. I really believe in helping the youth because those are the people of tomorrow. I feel like the people that have the jobs and own the salary, whether they are on the forest or anywhere should think enough of children to help the younger generation that's coming on in this world because there's enough hatred and stuff, and get in there and just work as a whole, no just saying we gonna go do this and we gonna go do that. And don't say because you are this color and you that color you get over here. Just get together and just get on and work as one. And dedicate your time because you're not gonna lose anything because God'll bless you and you'll have strength and everything else if you dedicate some of your time. And those areas that don't have first aid stations and stuff, we can just get our own first aid kit and get out there and say well we gonna let the kids skid and ski in this area and if they bump and hurt themselves we'll just put some mercurochrome on it or whatever and say come on and try it again! And that gives the child the initiative to know that you really care. I mean we got to do something, if somebody don't hurry up and do something, it's gonna be a whole lot of shooting and killing, because they don't have anything else to do to occupy their time. They're just getting out there craving excitement.

What she's suggesting is similar to the Blazers have certain nights in honor of children from certain areas, but that is their night, or their organization, and they've gotten the children there. That's what she's suggesting.

R: I understand. To give you some kind of an idea of what types of things we're talking about, there's a group in Portland that has allowed us to use

their vans if people will become certified in driving them. They're special vans for physically disabled people and on weekends they're empty. If someone will get the certification to drive them and operate the lifts and things we can use them to take anyone. As another example, there are job training programs. And, a little closer to home, the employees of Estacada Ranger District got together at Christmastime and found a bus and donated the cost of a permit, and got kids from down here to cut Christmas trees, and took them for hot chocolate afterwards at the Ranger Station. Those are the kinds of things that we are thinking of trying to begin doing. And all these other ideas that you've given us are great too.

If an overall program is put together then you can say to a given organization, the Masonic Lodge, the Elks lodge, local Lions Club, local Rotary Club, Kiwanis, Albina Ministerial Alliance, Humboldt Association, King Association, we've got this program put together and would you like to sponsor a certain number of children on a given weekend, and this is what is required to get it done.

I think you'd get an overwhelming response.

Yes.

Plus, like I think the King Center, some of those kids over there went to Washington, DC and sang for the President. Hey, that's an honor for this neighborhood. Reward them! Go out there and see nature. Those are the things that will motivate a lot of associations and with the input of the National Forest Service, I mean, a summer program for kids...

(general agreement)

...PCC college for kids, they come into a lot of contact with young people, the Reading Tree down here during the summertime and at Irvington, they come into contact with kids, and hey, just to get a reward, a little extra, a trip to the library, why not a trip to the Forest Service? We've got these organizations, but we need more vehicles.

More push.

Right! And when you said they need more things to be excited about, what kind of things are they excited about right now? The kinds of things that are going on out here! And what could be more exciting than to ski? I'm scared to death to ski. I'm not going to get out there!

NO, not me either!

But these kids, lets get these boys out there skiing!

What we need is a structured program thats a day program that has the children, chaperones, transportation, and when I say a structured program, not too structured but one where the children can enjoy themselves. So the parents know their child has to be at the King facility at say 6:30 and your child will be back there by evening by 5:30 or twelve hours later or whatever it is. And, parents are required, a certain number of parents are required to participate. I'm pretty much against just letting people dump their children on other people.

Yeah, I agree.

They shouldn't do that.

Their parents, a certain number of parents have got to participate.

R: These are great ideas. I sure appreciate your letting me take up this much of your time,...etc.

Well, when it comes down to do something like that I mean I'm all for it. I could talk about it all night! Because I like the out of doors and I like to fish and hike and all those things white folks like to do.